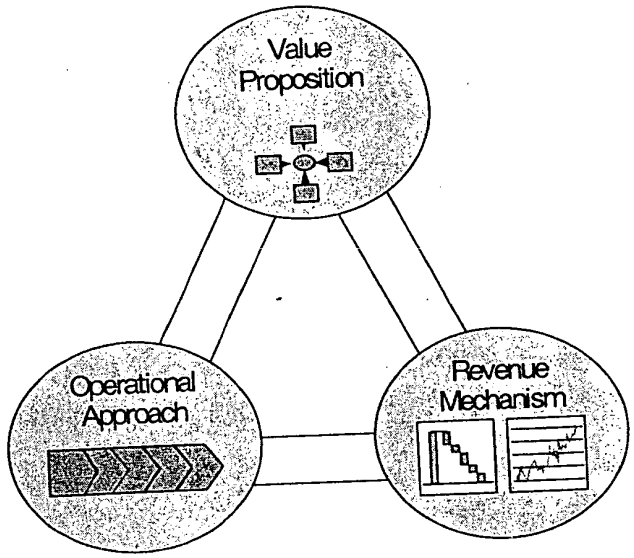
Value
Proposition
Operational
Approach
Revenue
Mechanism

FIGURE 1

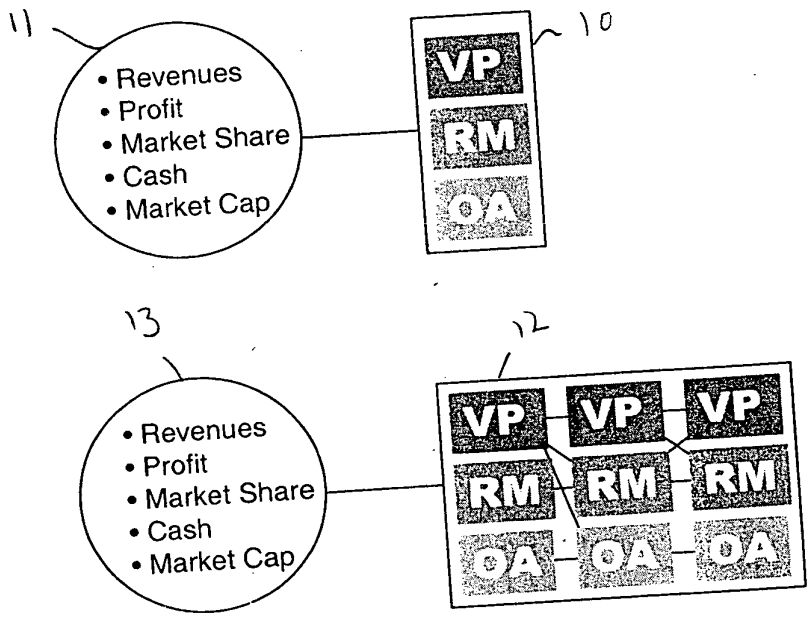
11
• Revenues
• Profit
• Market Share
• Cash
• Market Cap
10
VP
RM
OA
13
12
• Revenues
• Profit
• Market Share
• Cash
• Market Cap
VP
VP
VP
RM
RM
RM
OA
OA
OA

FIGURE 2

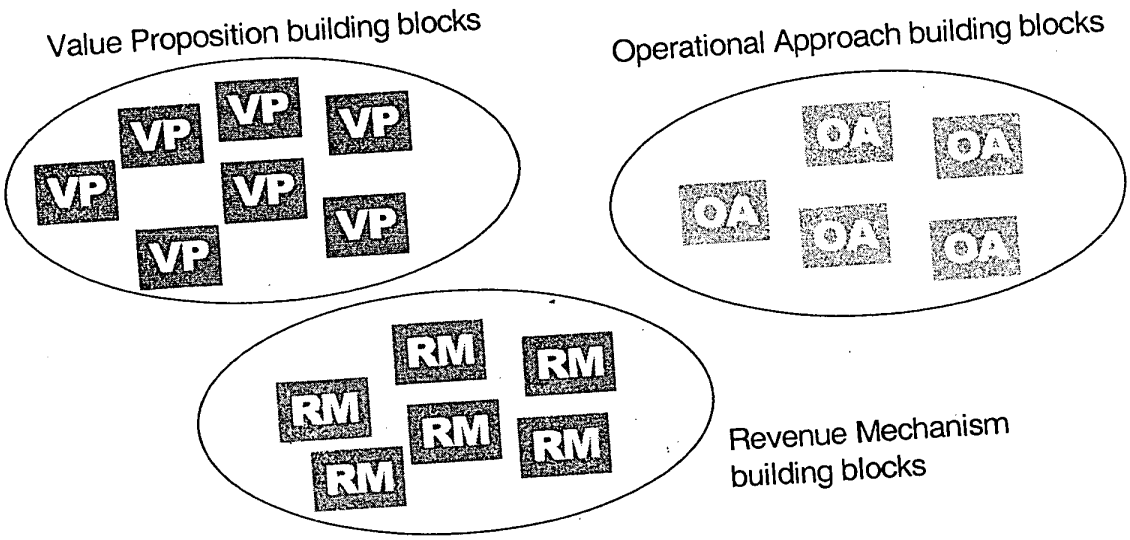
Value Proposition building blocks
VP
VP
VP
VP
VP
VP
VP
VP
Operational Approach building blocks
OA
OA
OA
OA
OA
RM
RM
RM
RM
RM
RM
Revenue Mechanism
building blocks

FIGURE 3

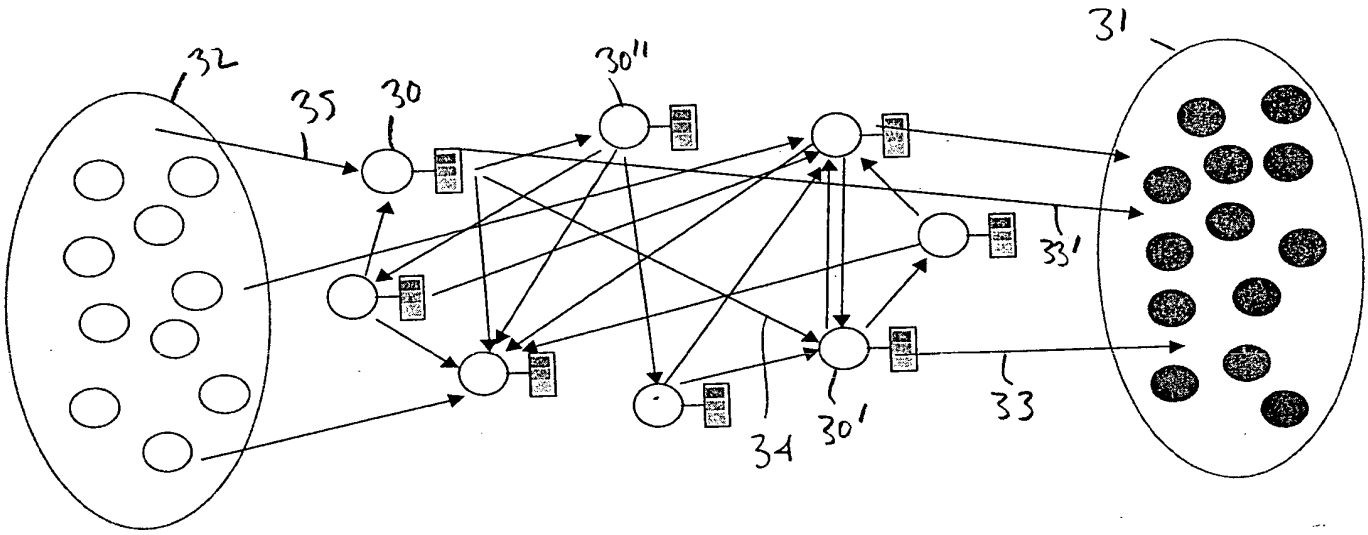

FIGURE 4

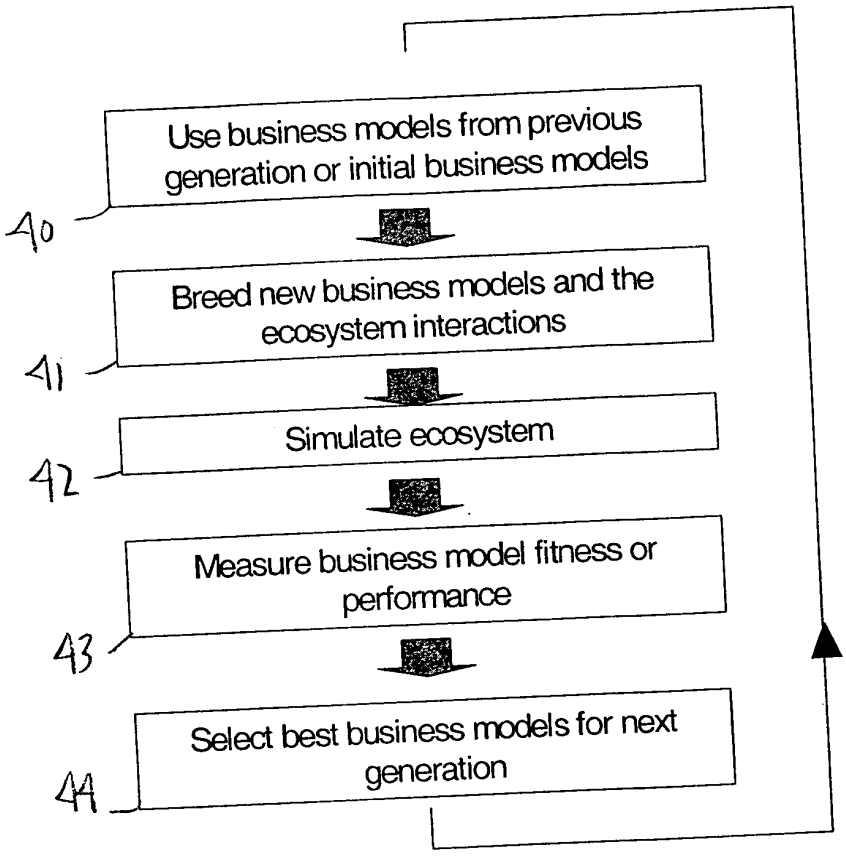
Use business models from previous generation or initial business models
40
Breed new business models and the ecosystem interactions
41
Simulate ecosystem
42
Measure business model fitness or performance
43
Select best business models for next generation
44

FIGURE 5

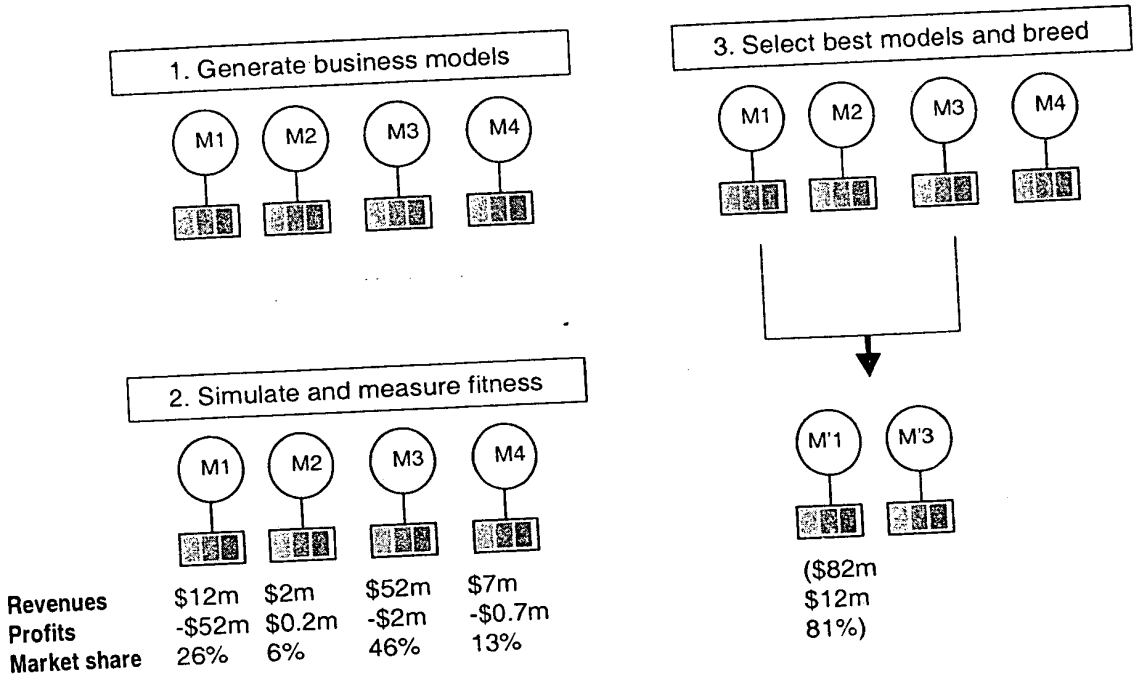
1. Generate business models
M1
M2
M3
M4
2. Simulate and measure fitness
M1
M2
M3
M4
Revenues $12m $2m $52m $7m
Profits -$52m $0.2m -$2m -$0.7m
Market share 26% 6% 46% 13%
3. Select best models and breed
M1
M2
M3
M4
M'1
M'3
($82m
$12m
81%)

FIGURE 6

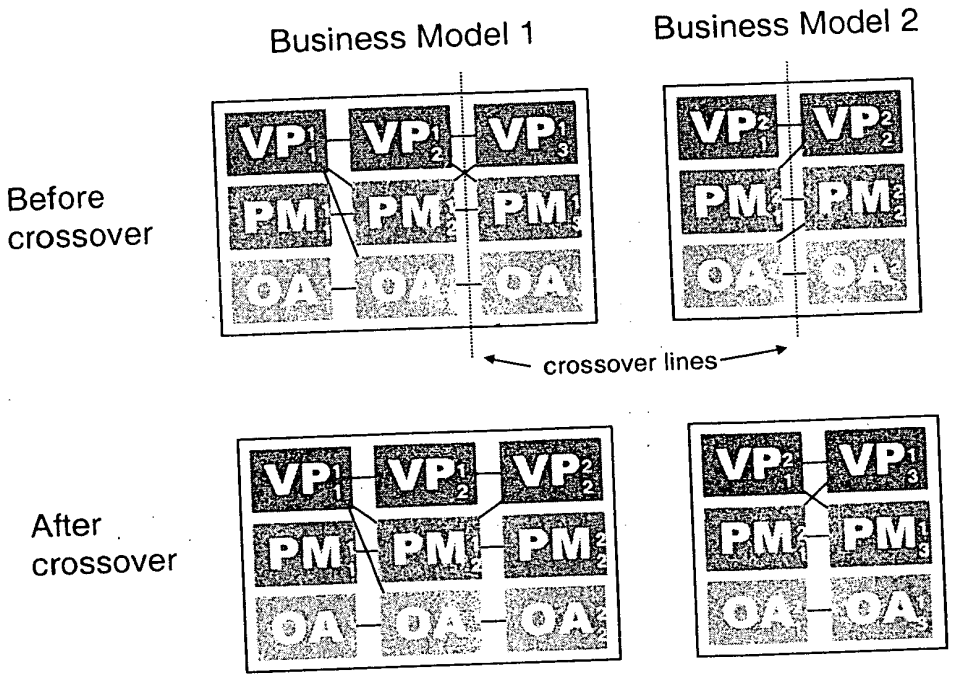
Business Model 1
Business Model 2
Before crossover
After crossover
crossover lines

FIGURE 7

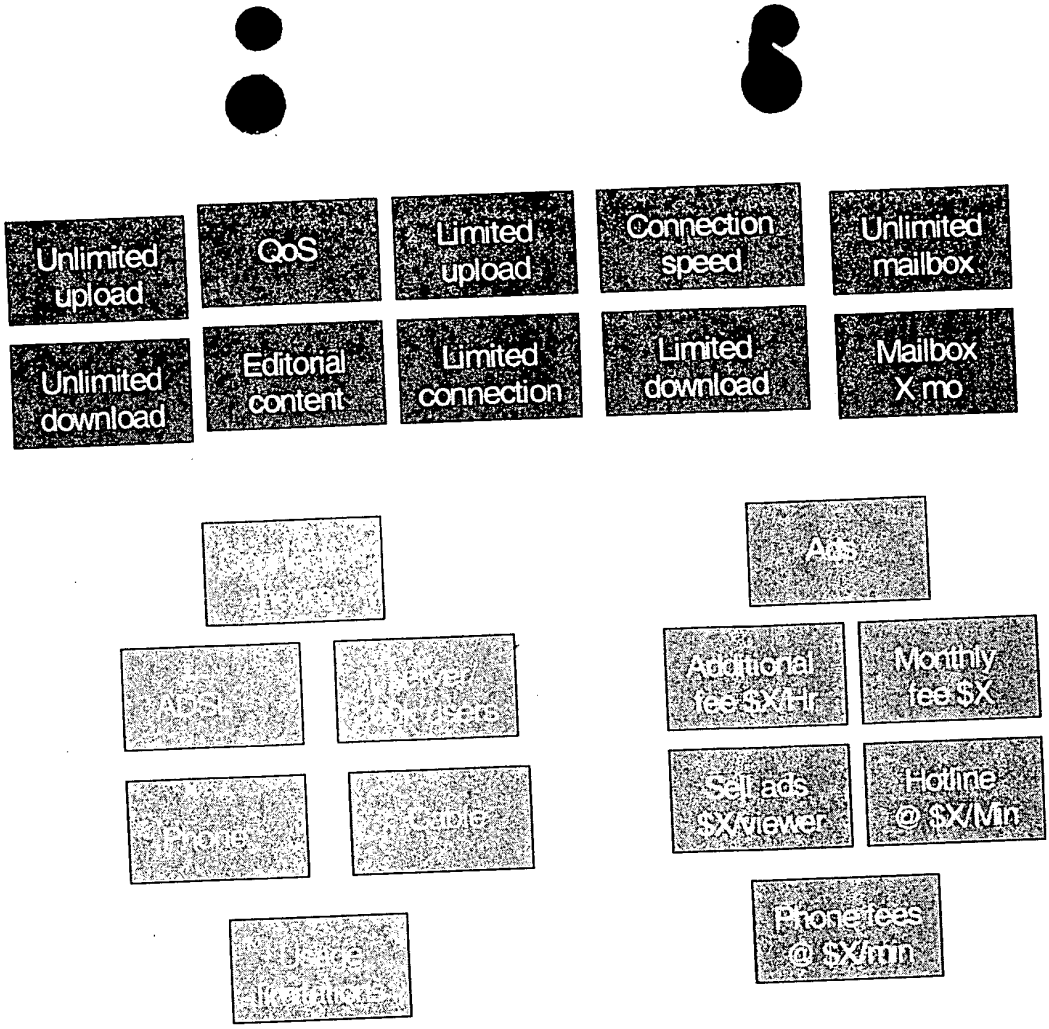
Unlimited upload
QoS
Limited upload
Connection speed
Unlimited mailbox
Unlimited download
Editorial content
Limited connection
Limited download
Mailbox X mo
Ads
Additional fee $X/Hr
Monthly fee $X
Sell ads $X/viewer
Hotline @ $X/Min
Phone fees @ $X/min

FIGURE 8

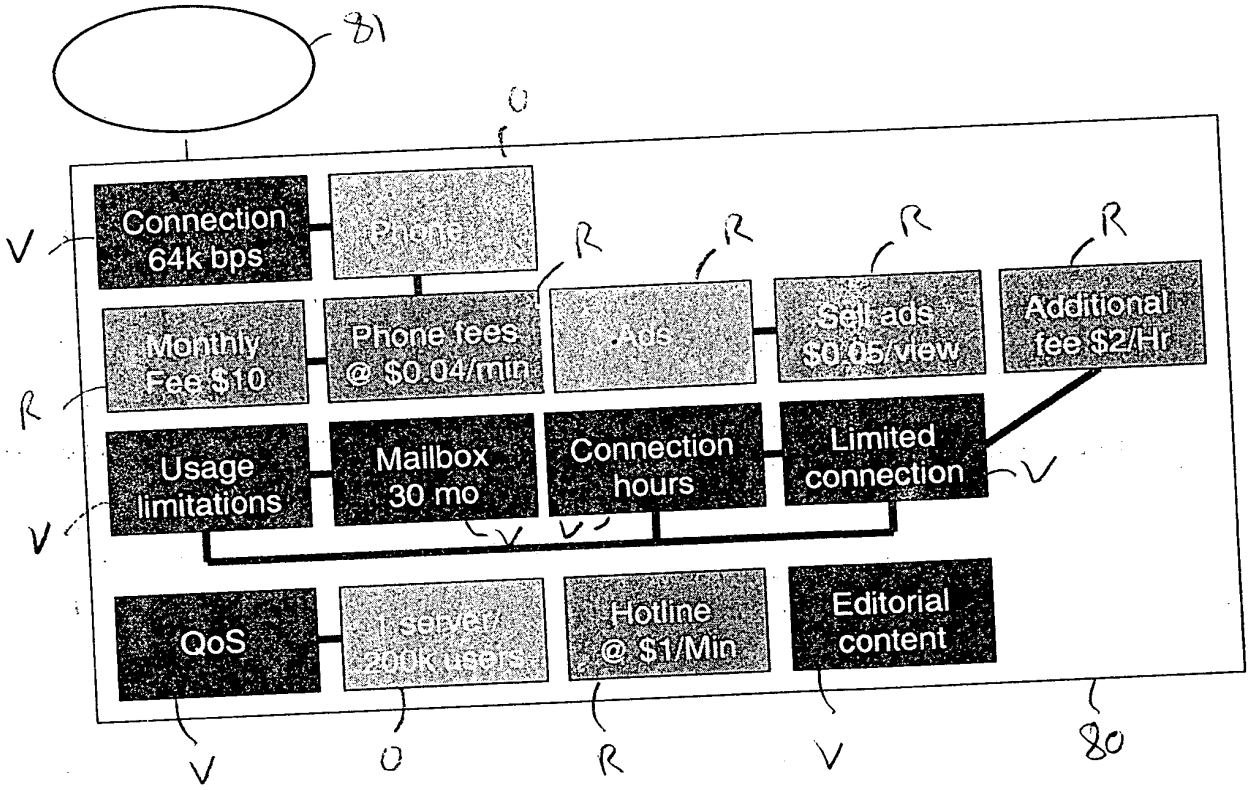
81
0
Connection 64k bps
Phone
Monthly Fee $10
Phone fees @ $0.04/min
Ads
Sell ads $0.05/view
Additional fee $2/Hr
Usage limitations
Mailbox 30 mo
Connection hours
Limited connection
QoS
Hotline @ $1/Min
Editorial content
V
R
V
O
R
V
80

FIGURE 9

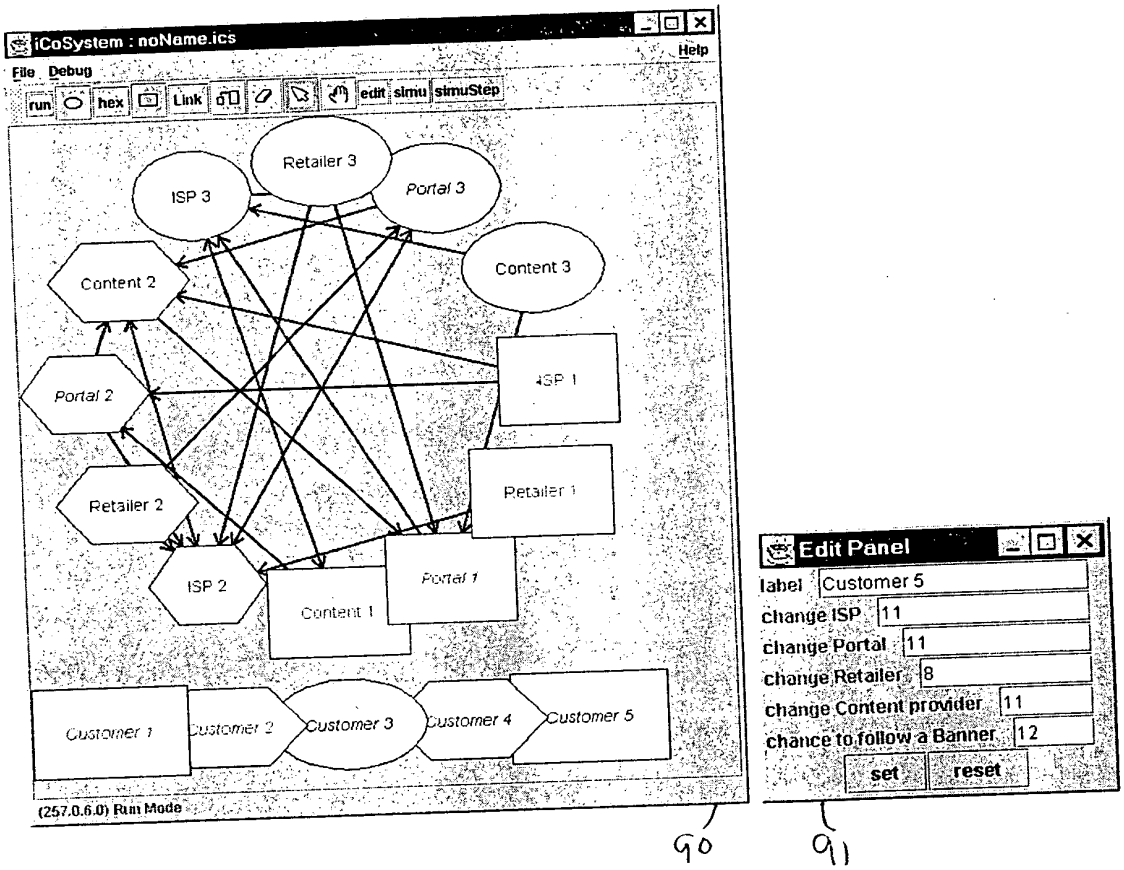
iCoSystem : noName.ics
File Debug
Help
run
hex
Link
edit
simu
simuStep
Retailer 3
ISP 3
Portal 3
Content 3
Content 2
ISP 1
Portal 2
Retailer 1
Retailer 2
ISP 2
Portal 1
Content 1
Customer 1
Customer 2
Customer 3
Customer 4
Customer 5
(257.0.6.0) Run Mode
Edit Panel
label
Customer 5
change ISP
11
change Portal
11
change Retailer
8
change Content provider
11
chance to follow a Banner
12
set
reset
90
91

FIGURE 10

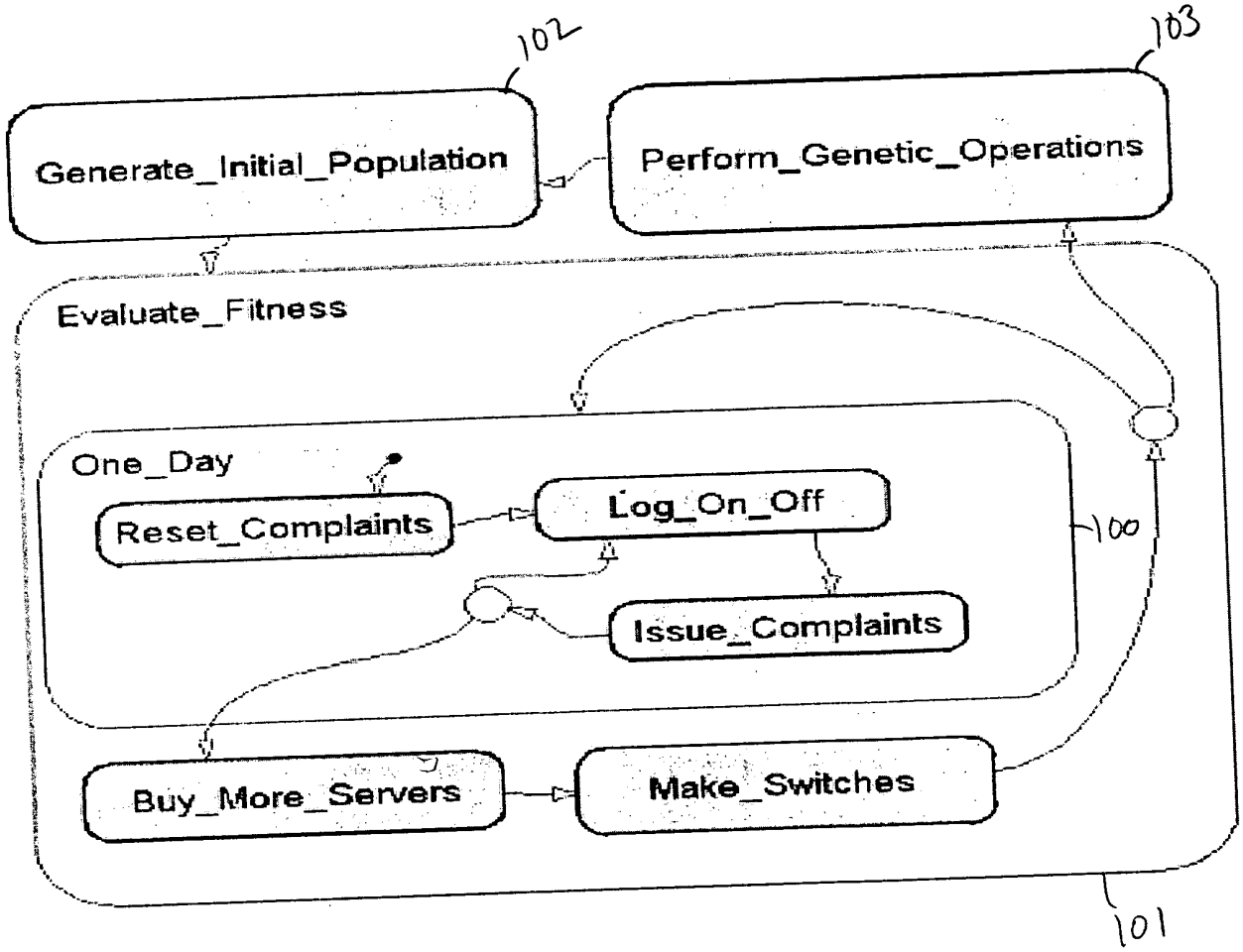
102
103
Generate_Initial_Population
Perform_Genetic_Operations
Evaluate_Fitness
One_Day
Reset_Complaints
Log_On_Off
Issue_Complaints
100
Buy_More_Servers
Make_Switches
101

FIGURE 11

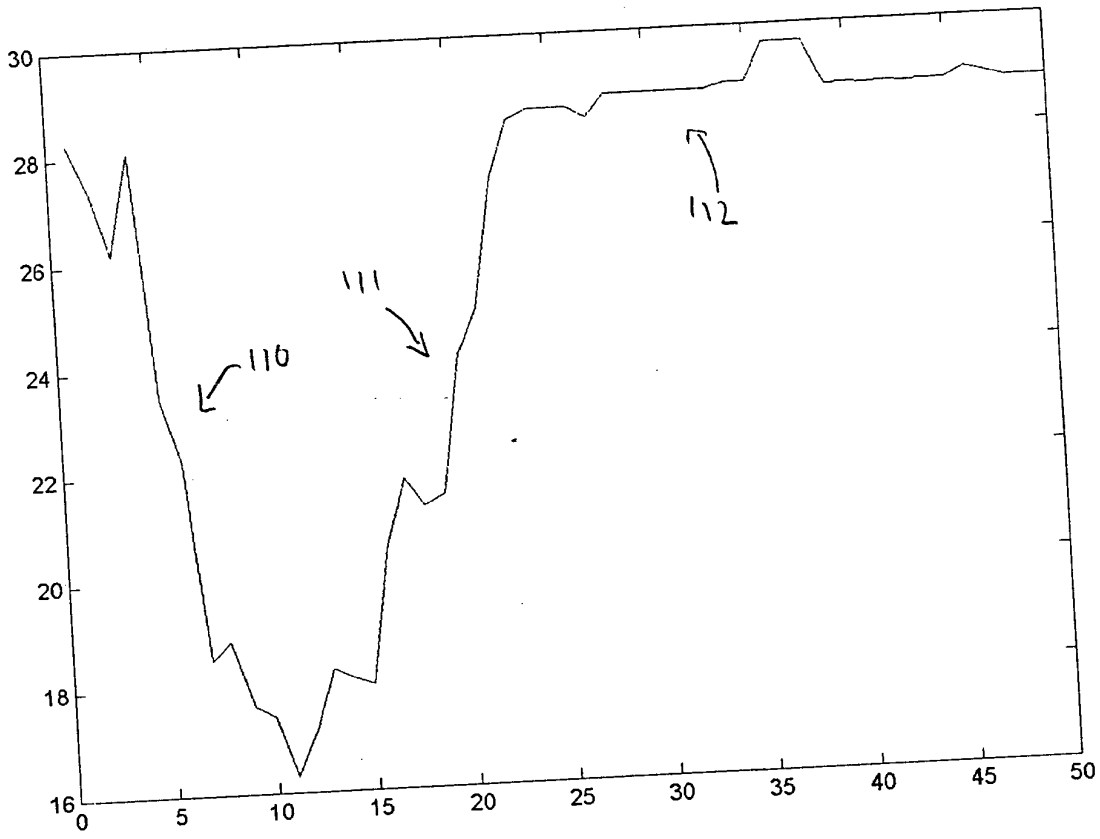
30
28
26
24
22
20
18
16
0
5
10
15
20
25
30
35
40
45
50
110
111
112
Average Monthly ISP Fee
Number of Generations

FIGURE 12A

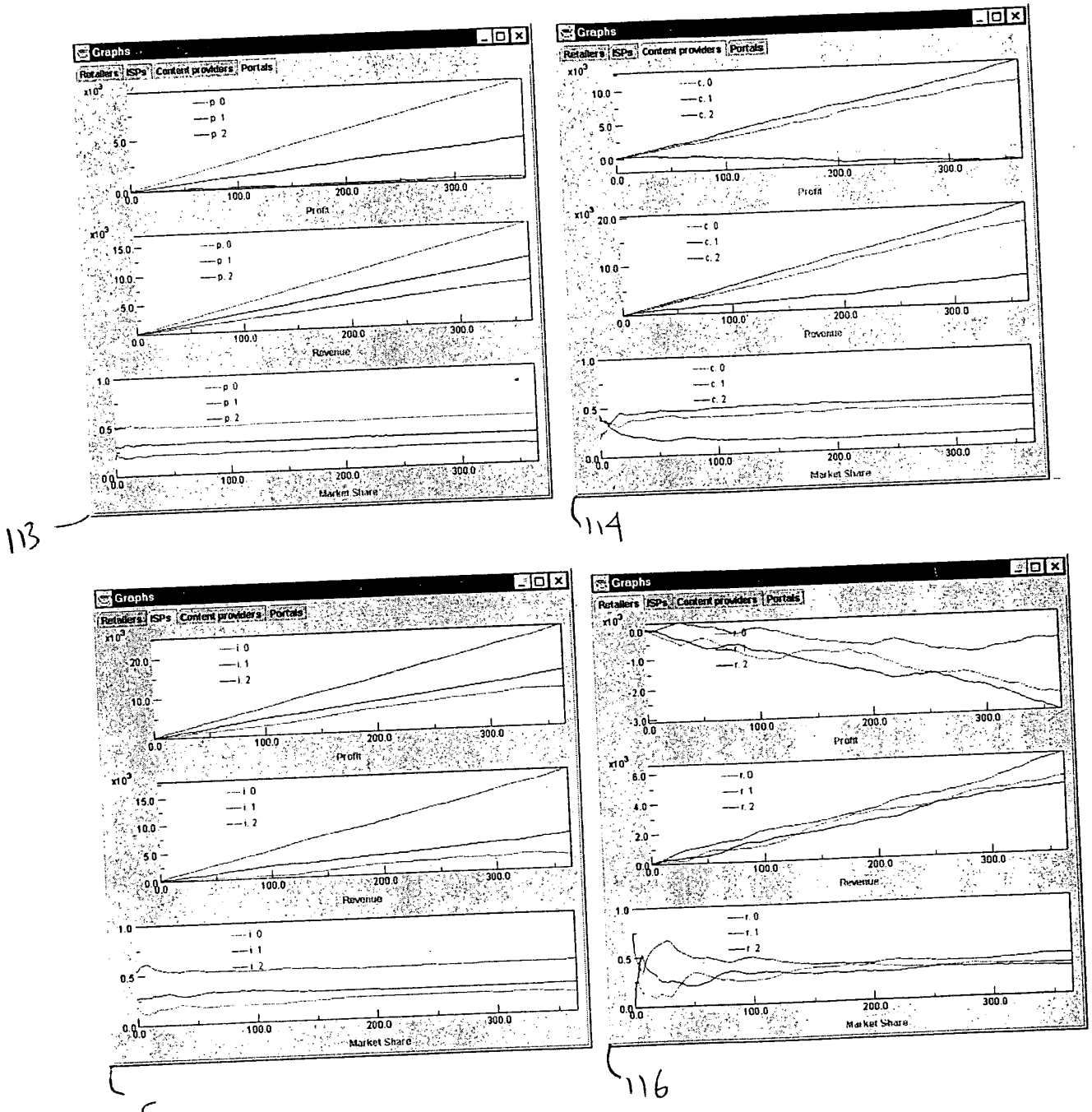
Graphs
Retailers
ISPs
Content providers
Portals
Profit
Revenue
Market Share
113
114
115
116

FIGURE 12B

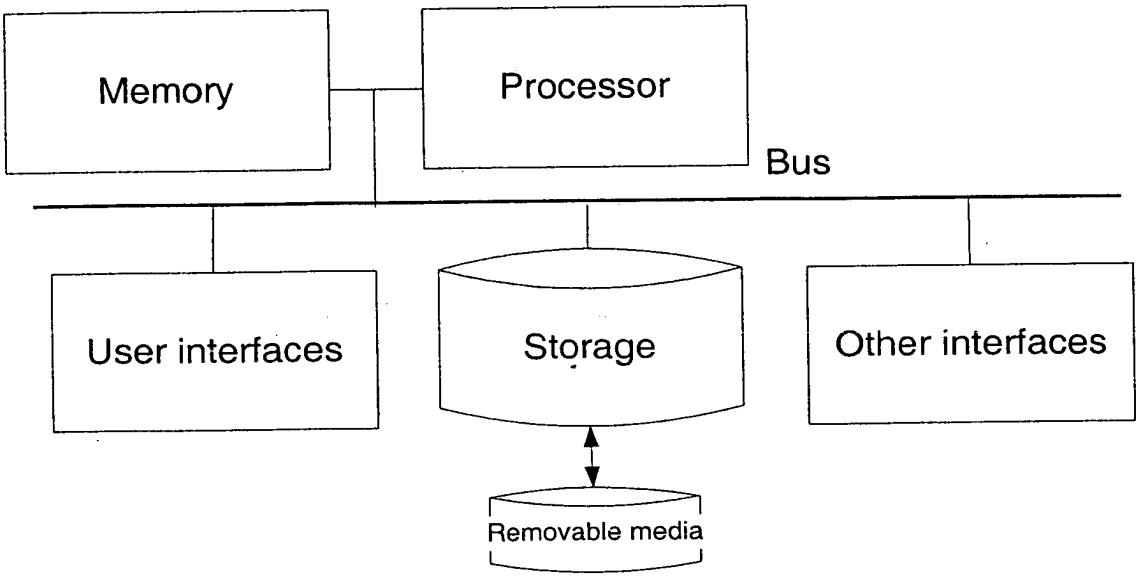

FIGURE 13

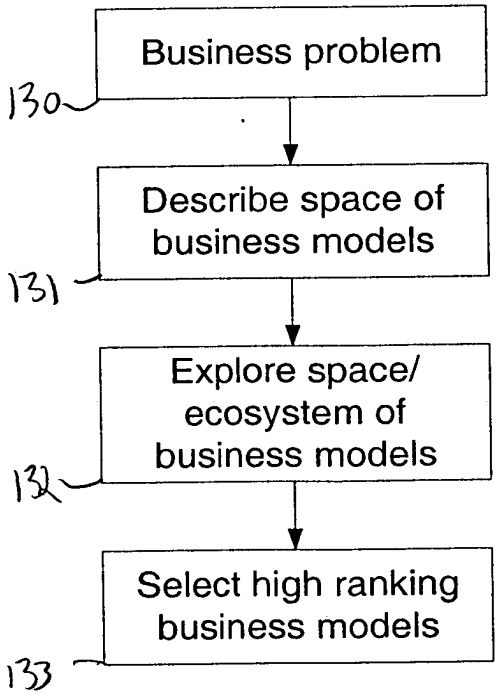

FIGURE 14